

Great American Media      Democratic Congressional Cpgn Comm/ Issue  
 1010 Wisconsin Avenue NW      Submission Number 245      Issue 1  
 Washington DC 20007



**WNCN-TV**

1205 Front St.  
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

**Orig**

<b>Client:</b> Democratic Congressional Cpgn Comm/ Issue	<b>Submission Cost:</b> 17230	<b>Campaign Ref:</b> E:120829038
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 14 / 1474	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/08/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06300769
<b>Est./PO Number:</b> 06300769	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Dccc	<b>Booking Group:</b> WNCN	<b>Key Market:</b> Raleigh-Durham, NC
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	C
1	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	03	170	30 Comme	Nbr of Spots 2		2	
2	M-F 4p Ellen .TWTF..	03	250	30 Comme	Nbr of Spots 2		2	
3	M-F 5p Judge Judy .TWTF..	03	250	30 Comme	Nbr of Spots 2		2	
4	M-F 530p Judge Judy .TWTF..	03	250	30 Comme	Nbr of Spots 2		2	
5	M-F 6p News .TWTF..	03	305	30 Comme	Nbr of Spots 2		2	
6	M-F 6a News .TWTF..	03	350	30 Comme	Nbr of Spots 2		2	
7	M-F 7a Today Show .TWTF..	03	650	30 Comme	Nbr of Spots 2		2	
8	M-F 730p Extra .TWTF..	03	275	30 Comme	Nbr of Spots 2		2	
<b>Weekly Totals: Total Spots(Ord Spots)</b>					19		19	

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/01	10/08	Total	C
9	Night Football .....S	03	11000	30 Comme		1		1	
10	M-Su 11p News .TWTFFS	03	615	30 Comme	Nbr of Spots	2		2	
<b>Weekly Totals: Total Spots(Ord Spots)</b>						19		19	

Grand Totals

Totals		10/01	Month 10 Weeks: 4	10/08
Spots	19			
Cost	17230			

Grand Totals:      Spots: 19

Gross Total: 17,230.00  
 Commission: 2,584.50  
 Net Total: 14,645.50

REP HEADLINE# 6300769  
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM STATION AUG29/12 15.36  
\*\*\* WNCN-TV \*\*\*

ADV #	ADV. NAME	ISS/DCCC	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	GREAT AMERICAN MEDIA	BUYER NAME	MIKE FURMAN	
		3050 K ST NW,	SALES PRSN	WA- MICK NESCI (H)	
		WASHINGTON, DC 20007			
ORDER #	CONTRACT #	6300769	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	DCCC	EST#1474	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	OCT2/12	OCT8/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG29/12	15.36

REP: NEW ORDER  
TTL 17230 @ 19X  
PLS CFM  
THANKS, MIKE FOR MICK

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE  
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 17230.00  
TOTAL SPOTS 19

REP HEADLINE# 6300769  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG29/12 12.55  
\*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/DCCC REP. # OFF. # SALESMAN #  
AGY # AGY. NAME GREAT AMERICAN MEDIA BUYER NAME MIKE FURMAN

3050 K ST NW,  
WASHINGTON, DC 20007  
SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6300769 CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC EST#1474 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG29/12 12.55

REP: NEW ORDER  
TTL 17230 @ 19X  
PLS CFM  
THANKS, MIKE FOR MICK

ECN  
CIV

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1135P-1235A	30		\$170.00	10/2	10/5	2		TU-F	2
AGENCY ADVERTISER CODE = 11												
AGENCY PRODUCT CODE = 14												
AGENCY EST# = 1474												
PROGRAM : TONIGHT SHOW												
CON COM1 : TONIGHT SHOW												
2			400P-500P	30		\$250.00	10/2	10/5	2		TU-F	2
PROGRAM : ELLEN												
CON COM1 : ELLEN												
3			500P-530P	30		\$250.00	10/2	10/5	2		TU-F	2
PROGRAM : JUDGE JUDY												
CON COM1 : JUDGE JUDY												

MW  
8/29

REP HEADLINE# 6300769  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG29/12 12.55  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			530P-600P	30		\$250.00	10/2	10/5	2		TU-F	2
PROGRAM : JUDGE JUDY												
CON COM1 : JUDGE JUDY												
5			600P-630P	30		\$305.00	10/2	10/5	2		TU-F	2
PROGRAM : NBC 17 NEWS AT 6P												
CON COM1 : NBC 17 NEWS AT 6P												
6			600A-700A	30		\$350.00	10/2	10/5	2		TU-F	2
PROGRAM : NBC 17 TODAY AT 6A												
CON COM1 : NBC 17 TODAY AT 6A												
7			700A-900A	30		\$650.00	10/2	10/5	2		TU-F	2
PROGRAM : TODAY SHOW												
CON COM1 : TODAY SHOW												
8			730P-800P	30		\$275.00	10/2	10/5	2		TU-F	2
PROGRAM : EXTRA												
CON COM1 : EXTRA												
9			815P-1130P	30		11000.00	10/7	10/7	1		SUN	1
PROGRAM : SUNDAY NIGHT FOOTBALL												
CON COM1 : SUNDAY NIGHT FOOTBALL												
10			1100P-1135P	30		\$615.00	10/2	10/7	2		TU-SU	2
PROGRAM : NBC 17 NEWS AT 11												
CON COM1 : NBC 17 NEWS AT 11												
OCT/12			17230.00									
CONTRACT TOTAL												17230.00
TOTAL SPOTS												19

MARKET TOTALS \$172,300 WNCN 10% WRAL 43% WTVB 35% WRAZ 10% WRDC 0% WFLA 2% CABL 0%  
 ESTIMATED SHARES  
 SVC- NSI BOOKS- NOV/11 NOV/PJ  
 DEMOS- RA35+\*

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Sarah Levene  
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Total Charges:**

This broadcast time will be used by: Democratic Congressional Campaign Committee

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

*Democratic Congressional Campaign Committee*  
*430 South Capitol St.*  
*Washington, DC 20003*

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

*Kristie Mark, Chief Operating Officer*

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

4/18/11      *[Signature]*      202 338 8700  
 Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted                      ☐ Accepted in Part                      ☐ Rejected

\_\_\_\_\_  
 Signature                      Printed Name                      Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Total Charges:**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.**